

Certification of Mailing or Electronic Transmission
 I hereby certify that I have reasonable basis to expect that, on the date shown below, this correspondence is being submitted as indicated below:
 1) mailed or deposited with the United States Postal Service with sufficient postage to first class mail in an envelope addressed to: Mail Stop Appeal Brief/Briefs, Commissioner for Patents, P. O. Box 1450, Alexandria, VA 22313-1450
 OR Electronic transmission to the U.S. Patent and Trademark Office via fax number (703) 872-2306

Name: Marion Mueller
 Signature: Marion Mueller
 Date: July 8, 2005

RECEIVED
CENTRAL FAX CENTER
JUL 08 2005

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No. : 09/812,376
 Applicant(s) : Andrew P. Meurer
 Filed : March 20, 2001
 Title : Specialized Merchandizing System
 TC/A.U. : 3714
 Examiner : Kurt Fernstrom
 Conf. No. : 1283
 Docket No. : 8480
 Customer No. : 27752

APPEAL BRIEF

Mail Stop Appeal Brief - Patents
 Commissioner for Patents
 P. O. Box 1450
 Alexandria, VA 22313-1450
 Dear Sir,

This Brief is filed pursuant to the appeal from the U.S. Patent and Trademark Office decision of Paper No. 020405 mailed February 8, 2005. A timely Notice of Appeal was filed on May 9, 2005.

REAL PARTY IN INTEREST

The real party in interest is The Procter & Gamble Company of Cincinnati, Ohio.

RELATED APPEALS AND INTERFERENCES

There are no known related appeals, interferences, or judicial proceedings.

STATUS OF CLAIMS

Claims 1-20 are rejected. Claims 1-20 are appealed. A complete copy of the appealed claims is set forth in the Claims Appendix attached herein.

10/25/2005 10:10 AM RECEIVED 10/25/2005
 513.634.3007
 W-FEE

JUL-08-2005 15:12

PROCTER & GAMBLE

513 634 3007 P.11/15

Appl. No. 09/812,376

Art. Docket No. 8480

Appeal Brief dated July 8, 2005

Customer No. 27752

reverse the rejections of claims 1-20, to remand the application with instructions that these claims be allowed over the cited documents.

Respectfully submitted,

THE PROCTER & GAMBLE COMPANY



Signature

Jay A. Krebs

Typed or printed name

Registration No. 41,914

(513) 634-4856

Date: July 8, 2005

Customer No. 27752